

ABSTRACT OF THE DISCLOSURE

A system, method, and computer-accessible medium are provided for optimizing the use of paid placement space on a search Web page. The system and method obtain conversion data associated with the paid listing and calculate a conversion rate and paid yield for the listing based on the listing's performance. The system and method further select and place the listing on the search results Web page based on the paid yield to optimize the return on paid placement space on the Web page for the search engine operator as well as the value of the paid listing for the advertiser.

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